

FILE

APR 15 1946

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NEW YORK 19, N.Y.

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK ENDING FRIDAY, APRIL 12, 1946

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday April 12 10:30 A.M. Breakfast	PREVIEW: HAND-LOOMED TWEED SPORT JACKETS Press preview of sports jackets, hand-loomed-woven-to-order men's tweeds, designed and executed exclusively for Lord & Taylor by Mrs. Florence Ives Gookin in her studio at Ogunquit, Maine. One of the hand looms used in the weaving of the cloth will be on exhibit, in addition to samples and jackets made from the fabrics. Mrs. Gookin will be present to meet the invited Press at breakfast on Friday. She will be on the 10th floor Men's Department the week of April 15 to take orders for these jackets. Feature publicity: Rea Lubar, WI. 7-3300.	LORD & TAYLOR 424 FIFTH AVENUE	11TH FLOOR EXECUTIVE DINING ROOM
Friday April 12 4:30 P.M.- 6:30 P.M. Cocktails	TRADE SHOWING: FASHIONS IN "SYNTILITE" Fashion showing for the trade of apparel and home furnishings in "Syntilite", the film with texture. Attendance by invitation. Publicity: Christine Ecker, John A. Cairns & Co. Inc., AL. 4-7262.	PLASTIC FILM CORP.	HAMPSHIRE HOUSE COTTAGE
Beginning Friday April 12	GAY NINETIES EASTER PARADE Easter finery at the turn of the century--display of authentic costumes from the Traphagen museum collection. Open to public 9:00 A.M. to 9:00 P.M.; Saturday until 5:00 P.M. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
Friday April 12	ROOSEVELT TRIBUTE The first anniversary of Franklin Delano Roosevelt's death will be observed at 2:30 P.M. with a broadcast from Hyde Park. President Truman will speak and Secretary of the Interior Krug will receive, from Mrs. Roosevelt, deeds to the parts of the Hyde Park estate which are to become a national shrine. Marian Anderson will open the program with the National Anthem.		
Friday April 12	EXHIBITION: MODERN GLASS, CERAMICS, METALWORK Swedish and Danish Decorative Arts in a special exhibition of modern glass, ceramics, and metalwork from the Museum collection. Open to public. Publicity: Charlotte Hughes, RH. 4-7690.	METROPOLITAN MUSEUM OF ART	5TH AVE. & 82ND STREET
Saturday April 13 3:00 P.M.	BENEFIT FASHION PRESENTATION 'Round-the-clock fashions for late Spring and early Summer including play-clothes, cocktail and dinner fashions for juniors, misses, and women. For benefit of Junior Auxiliary of the Nursing Sisters of the Sick Poor. Tickets: \$1.50. Publicity: Stella Doern, TR. 5-3100.	MARTIN'S BROOKLYN	COMMODORE HOTEL EAST BALLROOM
April 14	PALM SUNDAY		
April 14	HOLY WEEK (April 14-April 20)		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, APRIL 15, 1946</u>			
April 15	NO LUNCHEON FASHION SHOW AT ST. REGIS HOTEL DURING HOLY WEEK.		
April 15	PASSOVER, AT SUNSET (Monday)		
April 15	STATE INCOME TAX DUE (Monday)		
Monday	MONTHLY LUNCHEON	PUBLICITY CLUB	BELMONT PLAZA HOTEL
April 15	MEETING	OF NEW YORK	CASINO-IN-THE-AIR
12:15 P.M.	Speaker: Stanley Baar, Exec. Vice Pres., Allied Liquor Industries, Inc.,		
Luncheon	discussing "Respectable Conviviality--How To Achieve It." As an added attraction, six Goldwyn Girls from the Danny Kaye movie "The Kid From Brooklyn" will be special guests at the luncheon. Open to members and guests. Luncheon: \$1.90 per person. Contact: Uriel Davis, HA. 2-9462.		
Monday	HISTORICAL PAGEANT	ALBERT OF NEW YORK	ST. REGIS HOTEL
April 15	OF HAIRDRESSING	(509 MADISON AVE.)	LOUIS XVI SUITE
4:00 P.M.	Cocktail Party for the press, featuring "An Historical Pageant of Hairdressing from Earliest Egyptian to 1946." Attendance by invitation only.		
Cocktails	Fashion Show Director: Mary Alice Rice, CI. 6-1790. Publicity handled by International Public Relations Corporation.		
Monday	GOTHAM HOSIERY EASTER	GOTHAM HOSIERY	RITZ CARLTON HOTEL
April 15	LEG HUNT		CRYSTAL GARDEN
4:00 P.M.	Gotham Hosiery Easter Leg Hunt and news about the stocking situation.		
Cocktails	Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.		
Monday	DISPLAY OF EASTER	CAROLE STUPELL	507 MADISON AVENUE
April 15-	TABLE SETTINGS		
April 20	Easter table settings, designed by Carole Stupell, featuring original centerpieces and coordinated table decor. Press invited. Publicity: Hilda Kassell, PL. 5-5319.		
Monday	SECOND ANNUAL "DESIGN	TEENTIMERS, INC.	THROUGHOUT THE
April 15-	AND NAME IT" CONTEST	1359 BROADWAY	COUNTRY
June 15	Second annual nationwide "Design and Name It" contest conducted by Teentimers, Inc., open to teen-agers between 11 and 17 who are to create an original design suitable for a sportswear or back-to-school dress, giving a name to their fashion idea. Winning designs become the property of Teentimers, Inc., and may be produced as part of the Fall Teentimers OHiginals line. Approximately 600 stores in key cities throughout the country will participate in the contest, and each will establish contest headquarters in their teentimer dress department where official entry blanks will be made available. Prizes for the 30 winning teen-age dress designs will total \$1000 in U.S. Savings Bonds and Stamps. Publicity: Dale Dilworth, CH.4-7096.		
April 16	NO LUNCHEON FASHION SHOW AT RITZ CARLTON HOTEL DURING HOLY WEEK.		
Wednesday	LUNCHEON PANEL:	AMERICAN TELEVISION	HOTEL SHERATON
April 17	"FILMS AND TELEVISION"	SOCIETY	LEXINGTON AVE. AT 39TH
12:15 P.M.	Panel discussion of production and distribution of "Films and Television."		
Luncheon	Speakers: H. G. Christensen and R. G. Evans. Members may bring guests. Contact: Frederick Kugel, 600 Madison Ave.		

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Wednesday April 17 1:00 P.M. Luncheon	LUNCHEON FASHION PRESENTATION	MADAME ET LA JEUNE FILLE	WALDORF-ASTORIA SERT ROOM
	A collection of Spring and Summer custom-made and ready-to-wear fashions at a luncheon showing. Commentator: Mary Alice Rice. Open to public. Press by invitation. For reservations, contact: "Frank", Sert Room head-waiter, EL. 5-3000. Madame Et La Jeune Fille, PL. 3-1085. Waldorf Publicity: Ted Saucier, EL. 5-3000.		
Thursday April 18 11:00 A.M.	JEWELRY DEBUT: SPECIAL PRESS CONFERENCE	HOUSE OF TREASURES	HOTEL NEW YORKER PANEL ROOM (3RD FLOOR)
	Introducing new type of costume jewelry and conversational pieces, designed by Battani, including an unusual group of Ocean Treasure pearl jewelry in interesting colors and many motifs. Also, a special group of silver treasures dedicated to timely events. Attendance by invitation only. Publicity: Rhoda Friedman of Bert Nevins, WI. 7-9715.		
Thursday April 18 12:15 P.M. Luncheon	BUYERS' BOARD LUNCHEON MEETINGS	WOMEN'S REPORTER (EMPIRE STATE BLDG.)	EMPIRE STATE BLDG. 21ST FLOOR
	Discussions for buyers during luncheon: Subject -- "Hosiery". Publicity: Nancy Copeland, WI. 7-2790.		
Thursday April 18 12:15 P.M. Luncheon	MEMBERS MONTHLY LUNCHEON MEETING	THE FASHION GROUP, INC. 9 ROCKEFELLER PLAZA	BILTMORE HOTEL BALLROOM
	"Paris Today" will be discussed by Mrs. Carmel Snow, editor, Harper's Bazaar, just returned from viewing the Paris collections. Luncheon (including tax and tip): \$3.10 for members; \$3.50 for guests. Members may bring two guests. Reservations close Wednesday, April 17, 5:00 P.M. Chairman of program committee: Eleanor Pollock of Wesley Associates. Contact: The Fashion Group, Inc., CI. 7-3940.		
About Friday April 19	LUXURIOUS FASHIONS FOR SHOWING IN BRAZIL	AMERICAN DRESSMAKERS' ASSOCIATION	RIO DE JANEIRO BRAZIL
	Cocktail and evening fashions will leave LaGuardia Field between April 19 and 22, to be flown by TACA Airlines to Rio de Janeiro, where they will be shown at the opening of the Casino of the Copacabana Hotel on April 27. The clothes were designed by members of the American Dressmakers' Association, including: Henri Bendel, Bergdorf Goodman, Bonwit Teller, Hattie Carnegie, House of Tappe, Jay Thorpe, Milgrim, Saks 5th Avenue, Stein & Blain. Makeup for the models will be supervised by J. del Russo, makeup director for Prince Matchabelli. After six weeks, the collection will be taken on a two-weeks' tour of Brazil and auctioned for a Brazilian charity designated by Senhora Santa Gaftara Dutra, wife of Brazil's president. Publicity: William R. Parrott, PL. 3-8936.		
April 19	GOOD FRIDAY		
April 21	EASTER SUNDAY		
Easter Sunday April 21 12:00 Noon	BENEFIT EASTER "BRUNCH"	MONTE CARLO	MADISON AVE. AT 54 ST. Annual Easter "Brunch" this year is to raise funds for four actors' guilds: Catholic, Jewish, Protestant, and Negro. There will be a millinery fashion showing by Milgrim's, featuring 24 new summer hats. Also, a raffle and floor show, featuring celebrated stars. Breakfast: \$5.00. Ring-side tables: \$100.00. Contact: Mr. Salvin, PL. 5-3400.

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Sunday April 21	SECOND ANNUAL EASTER FASHION SHOW	MIAMI FASHION COUNCIL	RONEY PLAZA HOTEL MIAMI BEACH
	"Easter Promenade" -- advance Spring and Summer lines by 28 manufacturers who are members of the Miami Fashion Council. Showing in three groupings: (1) Active sportswear - bathing suits, sun dresses, playclothes, beach- robes for men, women, children. (2) Spectator sportswear. (3) Furs, evening wear, handbags, costume jewelry. All are manufactured in Miami.		
Monday April 22 1:00 P.M. Luncheon	MILLINERY LUNCHEON FASHION SHOW	ROSE SAPHIRE HATS 501 MADISON AVE.	ST. REGIS HOTEL IRIDIUM ROOM
	Spring and Summer millinery luncheon showing by Rose Saphire, featuring hats inspired by the Danny Kaye movie "The Kid From Brooklyn" (Samuel Goldwyn-RKO Radio Movie). Six of the Goldwyn Girls who appear in the movie will model the hats. Open to public. Press by invitation. Luncheon from \$1.85. For reservations, contact: PL. 3-4500, Ext. 123. Show arranged by Mary Alice Rice, CI. 6-1790 or PL. 3-4500.		
Monday April 22- April 27	FIRST NATIONAL PLASTICS EXPOSITION	SOCIETY OF THE PLASTICS INDUSTRY	GRAND CENTRAL PALACE 480 LEXINGTON AVENUE
	Plastics developments in fabrics, home furnishings, office equipment, toys, building materials, electrical devices, etc. will be presented in a pageant of the 200 companies of the plastics industry, depicting the development of the finished product from its basic raw stage. Open to trade and press, by invitation only, for first three days. Contact: Society of the Plastics Industry, 295 Madison Avenue. Last three days, open to public. Admission: \$1.20, including tax. Publicity: Ed Greif, Banner & Greif, 424 Madison Ave., PL. 8-0535.		
Tuesday April 23 9:30 A.M. Breakfast	HOSIERY PREVIEW AT EASTER BREAKFAST	ROMAN STRIPE HOSIERY	HAMPSHIRE HOUSE COTTAGE
	The press has been invited to a Roman Stripe Hosiery Easter Breakfast, where new colors and designs in Nylon hosiery will be introduced. Attendance by invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.		
Tuesday April 23 1:00 P.M. Luncheon	"SUMMERTIME AT MACY'S" LUNCHEON SHOW	MACY'S LITTLE SHOP	RITZ CARLTON HOTEL OVAL ROOM
	Macy's Little Shop will present summer fashions at a luncheon showing. Open to public. Press by invitation. Luncheon a la carte. For reservations, contact "Charles", PL. 3-4600, Ext. 20. Ritz Publicity: Marion Morrison, PL. 3-4600. Macy's Publicity: Nan Higgins, CH.4-2000, Ext. 2431.		
Wednesday April 24 1:00 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOW	RITTER BROS. INC. 224 WEST 30TH ST.	WALDORF-ASTORIA SERT ROOM
	Presentation of crested mink and other Ritter Bros. fur originals during luncheon. Open to public. Press by invitation. Luncheon a la carte. For reservations, contact "Frank", Sert Room head-waiter, EL. 5-3000. Publicity: Claire Wolff, LO. 5-5978. Waldorf Publicity: Ted Saucier.		
Wednesday April 24 2:00 P.M.- 5:00 P.M.	PREVIEW: "DRESSING FOR THE BALL"	MUSEUM OF CITY OF NEW YORK	5TH AVE., BETWEEN 103RD & 104TH STS.
	Special exhibition, sponsored by the Women's Committee and arranged by Miss Isabelle Miller, Curator of Costumes, to show what women wore under dresses from the 18th century to the early 20th. Attendance by invitation, with a private preview for members and friends on April 25. Open to public on Friday, April 26. Publicity: Jerome I. Smith, IE. 4-1672.		

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Wednesday April 24 3:00 P.M. Cocktails	YOLANDE'S BABY FASHION SHOW The press has been invited to a Baby Fashion Show by Yolande. Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	YOLANDE (16 EAST 34TH ST.)	HAMPSHIRE HOUSE COTTAGE
Wednesday April 24 3:00 P.M.	"SUMMERTIME FOR HENRY" FASHION SHOW New, colorful dress fashions for Summer by Henry Rosenfeld, will be presented at Russeks. Open to public. Publicity: Helen Moran, WI. 7-1900.	RUSSEKS FIFTH AVENUE	7TH FLOOR CLASSIC CORNER
Wednesday April 24 4:00 P.M. Cocktails	"THE POT O' GOLD" RAINWEAR SHOW Aquatogs will present "The Pot O' Gold" in the Rainbow Room, showing rainwear for the entire family--mother, dad, and the children--in many new styles and fabrics. By invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.	AQUATOGS	THE RAINBOW ROOM ROCKEFELLER PLAZA
Thursday April 25 10:30 A.M. Breakfast	PRESS PREVIEW: JEWELLED MINIATURES Preview of exhibition of Willard G. Markle's jewelled impressionistic Circo-Miniatures of Helen Traubel, Lauritz Melchior, Ilka Chase, Helen Jepson, Maurice Abravanel, Ann Lee, Efrem Kurtz, Jean Tennyson, and others. Press by invitation only. Publicity: Hope Associates, PL. 5-3100.	CASTLECLIFF, INC.	366 FIFTH AVENUE 5TH FLOOR
Thursday April 25 10:00 P.M.	WALTZ EVENING FOR NATIONAL WAR FUND As a follow-up to the first Waltz Evening, which was given on January 18, this second subscription invitation party will be limited to waltzes and will be featured by a waltz competition among the subscribers. A buffet supper will be served at midnight. Contact: Mrs. Russell Howell, c/o Neville Johnson, 17 East 42nd Street.	N. Y. AND BOSTON SOCIAL COMMITTEE	RITZ-CARLTON HOTEL BALLROOM
Friday April 26 10:30 A.M.	"TRICKS FOR TEENS" FASHION SHOW Summer cottons and graduation clothes will be featured at the monthly "Tricks for Teens" Fashion Show, on Friday instead of Saturday because of school vacation week. Open to public. Publicity: Carolyn Rose, LA. 4-7000.	SAKS 34TH STREET	DEBUTEEEN SHOP 2ND FLOOR
Saturday April 27 1:00 P.M. Luncheon	CUSTOM-MADE GOWNS, SUITS AND DRESSES Collection of custom-made gowns, dresses, suits, and bridal procession presented at a benefit luncheon. Hats by Dorothy Gordon (14 East 56 St.). Tickets: \$4.00. Contact: Sydell Gowns, PL. 8-0892.	SYDELL GOWNS 666 FIFTH AVENUE	HOTEL NEW YORKER MAIN BALLROOM
Monday April 29 4:00 P.M. Cocktails	PRESS PREVIEW: BERNARDO SANDALS First presentation of the Bernardo Sandals, designed by Bernard Rudofsky. Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	BERNARD RUDOFSKY	RITZ CARLTON HOTEL CRYSTAL GARDENS
Monday April 29	ANNUAL MEETING OF HOSIERY MANUFACTURERS The 1946 annual meeting of the Nat'l Assn. of Hosiery Mfrs. and a 1946 Hosiery Conference, as announced by Earl Constantine, pres. of the assn.	NATIONAL ASSN OF HOSIERY MANUFACTURERS	CLARIDGE HOTEL ATLANTIC CITY, N.J.
April 29	BEGINNING OF 1946 CAMPAIGN FOR GREATER NEW YORK FUND		-5-

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Tuesday April 30 4:30 P.M.	PRESS PREVIEW: "BEACH GAZETTE" "Beach Gazette" -- preview of Frances Sider's new beachwear and playclothes at a Pink Champagne Party for the press. This promotion will be exclusive with Saks Fifth Avenue in New York. Attendance by invitation. Publicity: Mildred Kaldor, BR. 9-9399.	FRANCES SIDER	1384 BROADWAY SHOWROOM
Wednesday May 1 12:15 P.M. Luncheon	NINTH ANNUAL DESIGN AWARDS LUNCHEON "Building For Peace" is the theme of the Ninth Annual Lord & Taylor American Design Awards Luncheon. The four winners are individuals whose efforts in this direction can serve as an inspiration to every citizen of the land. Attendance by invitation only. Feature Publicity: Rea Lubar, WI. 7-3300.	LORD & TAYLOR 424 FIFTH AVE.	WALDORF-ASTORIA GRAND BALLROOM
Wednesday May 1 9:00 P.M.	"THEATRE DE LA MODE" MINIATURE FANTASY 200 doll mannequins, costumed in the latest Paris fashions by 150 couturiers, furriers, and jewelers, will be presented in a series of "tableaux vivants", miniature stage settings designed by noted painters and scenic designers. Some will wear precious jewelry made to scale, containing millions of tiny stones, including diamonds no larger than grains of sand. Jewelers represented will be: Bainin, Boucheron, Bry, Cartier et Cie, Chaumet, Dusaussoy, Fontana, Mauboussin, Mellerio, Regnier, Van Cleef & Arpels, and Vever. Paris fashion personalities flying over for the opening include: Lucien Lelong, Honorary President, Paris Couture Syndicate (He will arrive about April 25 and will stay at the St. Regis Hotel); Jean Gaumont of the Maison Jeanne Lanvin, and President of La Chambre Syndicate de la Couture; and Raymond Barbas, Chmn. of Export Committee. Others tentatively listed are: Wladzio d'Attainville (director of Balenciaga); Philippe Becquart of Bruyere; Roger Worth and Georgette Renal; Rose Valois (milliner); Guillaume (coiffure); and M. Scheffer (of Mabile, accessories). After a Premiere (by invitation only) on May 1, "Le Theatre de La Mode" will open to the public for 2 months, from 11:00 A.M. to 10:00 P.M., in the Whitelaw Reid House, lent for the purpose by Coty, Inc. Admission: \$1.20 (including tax). Publicity: "Theatre de La Mode," EL. 5-1924.	AMERICAN RELIEF FOR FRANCE	WHITELAW REID HOUSE 451 MADISON AVENUE

OUT-OF-TOWN FALL MARKET OPENINGS

May 1	CALIFORNIA SPORTSWEAR GUILD	LOS ANGELES, CALIF.
May 13	CHICAGO FASHION INDUSTRIES	CHICAGO, ILLINOIS
May 15	CALIFORNIA APPAREL CREATORS	LOS ANGELES, CALIF.
May 18	CHICAGO STYLE EXHIBITORS, INC.	CHICAGO, ILLINOIS
May 20- May 25	AMERICAN FASHIONS ASSOCIATION DALLAS FASHION & SPORTSWEAR CENTER	DALLAS, TEXAS
May 22- June 22	SAN FRANCISCO MANUFACTURERS' AND WHOLESALEERS' ASSOCIATION	SAN FRANCISCO, CALIF.
May 27	ST. LOUIS FASHION CREATORS	ST. LOUIS, MO.

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Saturday May 4- May 11	MODERN HOMES EXPOSITION OF 1946 National Modern Homes Exposition, with emphasis on design, location, financing, construction, equipping, furnishing, modernizing, landscaping, servicing and maintenance of individual homes or apartments, including a special display of New Products. Tickets: 50¢ each. Publicity: Frank Johnson, 23 E. 26th St., Room 908, LE. 2-0449.	METROPOLITAN ASSN. OF REAL ESTATE BOARDS	GRAND CENTRAL PALACE 480 LEXINGTON AVENUE
Monday May 6- May 10 1:00 P.M.- 11:00 P.M.	SHOWING OF ANTIQUES FOR THE HOME New York's oldest and largest Antiques Show, backed by 17 years of tradition, with 20 states represented among its 150 exhibitors. The Metropolitan Museum will have a central booth dedicated to the Museum's Golden Jubilee building expansion program. Pieces for use in the average home will be on exhibit, featuring a large collection of Eighteenth Century American antiques. Fair under management of Mrs. Dorothy Hazen and Clifford J. Nuttall. Admission: \$1.20 (including tax). Publicity: Brackett Hazen Advertising: MU. 4-6219.	N. Y. ANTIQUES FAIR	ARMORY 34TH ST. & PARK AVE.
Monday May 6- May 11	EIGHTH ANNUAL NATIONAL POSTURE WEEK Window and interior displays by stores, and newspaper and radio advertising will stress the importance of good posture to better health, physical fitness, and appearance. Sponsored by S. H. Camp & Co., Jackson, Michigan, through the Samuel Higby Camp Institute for Better Posture, with national headquarters in New York. Publicity: Frank Kaufman, CH. 4-5798.	S. H. CAMP & CO. JACKSON, MICHIGAN	200 MADISON AVENUE NEW YORK CITY
Tuesday May 7 12:30 P.M. Luncheon	"SWEET TOOTH SET" FASHION PREVIEW Press preview of Sally Mason's new blouses and jumpers, featuring "Chubby Teens" in addition to regular girls' sizes. Attendance by invitation. Publicity: Mildred Kaldor, BR. 9-9399.	SALLY MASON INC.	498 SEVENTH AVENUE 9TH FLOOR
Tuesday May 7 4:00 P.M.- 6:00 P.M. Tea	MILLINERY FASHION PRESENTATION The Millinery Creators' Guild will issue invitations for their showing of hats by the following exhibitors: Bernice-Charles, Harryson Hats, G. Howard Hodge, Milgrim Hats, Inc., Edgar J. Lorie, Inc., Germaine Montabert, Inc., Jeanne Tete, Inc., and Vogue Hats-Garfunkel Makers, Inc. <u>Attendance</u> strictly by invitation. Publicity: Ruth Weintraub, PL. 3-2116.	MILLINERY CREATORS GUILD INC.	HOTEL PIERRE COTILLION ROOM
Wednesday May 8 12:15 P.M. Luncheon	HOUSING DISCUSSION AT LUNCHEON MEETING Home Furnishings Luncheon Meeting to which members of other divisions have been invited. Subject: "The How's of Housing." Charles S. Ascher, Regional Housing Expediter, Region 2, National Housing Agency, will speak on "How About Housing Under the Wyatt Program?" Margaretta Van Rensselaer Schuyler, president, Margot Schuyler Associates; and merchandise consultant, House and Garden Magazine, will discuss the subject "How About The New Housing Plans And The Home Furnishings Industry?" Luncheon (including tax and tip): \$3.10 for members; \$3.50 for guests. Members may bring guests. Reservations close Tuesday, May 7, 5:00 P.M. Must be paid for if not cancelled by then. Chairman of Home Furnishings Division: Maude Hill Basserman of W. & J. Sloane. Contact: The Fashion Group, Inc., CI. 7-3940.	THE FASHION GROUP, INC.	BILTMORE HOTEL 9 ROCKEFELLER PLAZA BALLROOM

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Wednesday May 8 1:00 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOWING Arnold Constable will present Summer fashions during luncheon. Open to public. Press by invitation. For reservations, contact "Frank", Sert Room headwaiter, EL. 5-3000. Arnold Constable Publicity: Gerry Morgan, CA. 5-2300, Ext. 202. Waldorf Publicity: Ted Saucier, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA SERT ROOM
Wednesday May 8 4:30 P.M. Cocktails	HAIR STYLES FOR JUNE WEDDINGS Guro will present a showing of summer coiffures, featuring a June wedding with hair styles for each member of the wedding party. Fashions by The Tailored Woman. By invitation only. Publicity: Nona James, VO. 5-3440.	GURO 441 MADISON AVE.	WALDORF-ASTORIA THE WEST FOYER
Wednesday May 8	V-E DAY (END OF WAR IN EUROPE, 1945). Also, birthday of President Harry S. Truman.		
Thursday May 9 1:00 P.M. Luncheon	BRIDAL SHOWING OF GIFTS & ACCESSORIES Luncheon showing of Georg Jensen's new gifts and accessories for the bride. Also, hand-finished clothes for children, from baby sizes to size six. Press by invitation. Open to public. Fashion Show Director: Mary Alice Rice, CI. 6-1790.	GEORG JENSEN 667 FIFTH AVE.	HOTEL PLAZA TERRACE ROOM
Thursday May 9 2:30 P.M.; 7:30 P.M.	"SEE AMERICA FIRST" FASHION PRESENTATION Hearn's will present a forecast of Spring and Summer vacation, play, and traveling clothes. Emphasizing the theme "See America First," the fashions will be for wear at dude ranch, seashore, resort, and "down on the farm." Commentator: Nancy Craig ("Woman of Tomorrow" NBC Program). Open to public. Publicity: Helen Denson, Denson-Frey and Affiliates, MU. 3-3295.	HEARN DEPT. STORES 5TH AVE. AT 14TH ST.	5TH FLOOR AUDITORIUM
May 11	NATIONAL GOLF WEEK (May 11-18)		
May 12	MOTHER'S DAY (Sunday)--This year's theme: "Remember Mother...She's a Veteran too."		
Monday May 13 1:00 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW New summer clothes will be presented by Russeks during luncheon at the St. Regis Roof. Open to public. Press by invitation. Luncheon from \$1.85. For reservations, contact: PL. 3-4500, Ext. 123. Publicity: Helen Moran, WI. 7-1900. St. Regis Fashion Publicity: Mary Alice Rice, PL. 3-4500.	RUSSEKS FIFTH AVE.	ST. REGIS HOTEL ROOF
Tuesday May 14 4:00 P.M. Cocktails	PRESS PREVIEW: JEWELRY, GIFTS AND ACCESSORIES A Maytime Cocktail Party in Lambert Brothers' new gift shop, showing gifts, jewelry, leather goods, and fashion accessories. Also, a "Then and Now" display of 84 different wedding rings covering a period of 70 years. Attendance by invitation. Publicity: Rosemary Sheehan, CI. 7-8060.	LAMBERT BROS. JEWELRY LEXINGTON AVE. & 60TH ST. GIFT SHOP	2ND FLOOR

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Wednesday May 15 1:00 P.M.	LUNCHEON FASHION PRESENTATION Luncheon showing of fashions by Hattie Carnegie on the Starlight Roof of the Waldorf. Open to public. Press by invitation. For reservations, contact "Frank", Sert Room headwaiter, EL. 5-3000. Hattie Carnegie Publicity: Josephine Hughes, WI. 2-2600. Waldorf Publicity: Ted Saucier, EL. 5-3000.	HATTIE CARNEGIE	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday May 15- May 17	ANNUAL TOILET GOODS CONVENTION & AWARD The Charles S. Welch Memorial Award for outstanding packaging will be presented to the winner for 1946 during luncheon on Thursday, May 16. Attendance by invitation. Contact: Toilet Goods Convention Committee, Room 630, Chrysler Building, N.Y. 17, or CO. 5-5443.	TOILET GOODS ASSN. 9 ROCKEFELLER PLAZA	WALDORF-ASTORIA GRAND BALIROOM
Thursday May 16 4:00 P.M.- 6:00 P.M.	"IT MIGHT AS WELL BE FALL" A Cocktail Party for the press to present a Preview of the Fall line of A. Goodman & Co. Commentator: Vyvyan Donner, Fashion Director, Fox Movietone News. Attendance by invitation only. Publicity: Billie Gould, Inc., LA. 4-8773.	A. GOODMAN & COMPANY	530 SEVENTH AVE. SHOWROOMS
Saturday May 18 7:00 P.M.	ANNUAL RECEPTION AND DINNER Leonard Ginsberg, President of Hearn Dept. Stores, will be guest of honor at 47th anniversary dinner of Nat'l Jewish Hospital at Denver, a free national, non-sectarian tuberculosis institution. Many N. Y. retailers and manufacturers will attend as a tribute to Mr. Ginsberg's service to the hospital and his leadership in civic, and interfaith humanitarian activities. Speaker: Former Postmaster General James A. Farley, in broadcast over Station WJZ from 10:45 P.M. to 11:00 P.M. Tickets: \$100.00 per couple, obtainable at Nat'l Jewish Hospital, 19 West 44 St., N.Y. City. Publicity: David Cohen, VA. 6-1590.	NATIONAL JEWISH HOSPITAL AT DENVER	WALDORF-ASTORIA GRAND BALLROOM
Monday May 20- May 25	NATIONAL COTTON WEEK PROMOTION CAMPAIGN "Cotton is Back!" is the slogan for this year's Cotton Week, proclaiming The Cotton Textile Institute's "honorable discharge" from further war effort. Stores will plan merchandise presentations built around new cotton products for the years ahead. There will be cotton carnivals and similar social events again after their lapse since Pearl Harbor. Contact: WO.2-0270.	THE COTTON-TEXTILE INSTITUTE	THROUGHOUT THE COUNTRY
Tuesday May 21 5:00 P.M. Cocktails	PRESS PREVIEW OF BON MOUTON COATS Outstanding fur designers will present Bon Mouton custom-made coats at a cocktail fashion show. Attendance by invitation only. Publicity: Martha Percille, Abbott Kimball Co., PL. 3-9600.	OUTSTANDING FUR DESIGNERS	WALDORF-ASTORIA ASTOR GALLERY
Wednesday May 22 1:00 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOWING Presentation of Dein-Bacher's furs during luncheon, the last of the Wednesday Luncheon Fashion Shows at the Waldorf for the current season. Open to public. Press by invitation. For reservations, contact "Frank", Sert Room Headwaiter. Waldorf Publicity: Ted Saucier, EL. 5-3000.	DEIN-BACHER OF THE WALDORF	WALDORF-ASTORIA STARLIGHT ROOF

MUSIC...THEATRES...MOVIES...NIGHT SPOTS

Wednesday April 17 OPENING: "WOMAN BITES DOG". BELASCO THEATRE, 44TH ST., EAST OF B'WAY
New Sam and Bella Spewack comedy, produced by Kermit Bloomgarden, and
featuring Taylor Holmes, Ann Shoemaker, Kirk Douglas, Royal Beal, and Frank
Lovejoy. Director: Coby Ruskin. Settings: Howard Bay. Costumes: Mary
Grant. Publicity: Proctor and Goodman, VA. 6-5084.

Wednesday April 17 PREMIERE: "THE VIRGINIAN" (Movie) PARAMOUNT THEATRE, B'WAY & 43RD ST.
Paramount's latest version of the Owen Wister novel, starring Joel McCrea,
Brian Donlevy, Sonny Tufts, Barbara Britton, and Fay Bainter. Producer:
Paul Jones. Director: Stuart Gilmore. Costumes: Edith Head. Publicity:
Aileen St. John Brenon, BR. 9-8700.

Thursday April 18 OPENING: "CALL ME MISTER" NATIONAL THEATRE, 41ST ST., WEST OF B'WAY
Melvyn Douglas and Herman Levin will present a new musical revue with, by,
and about ex-G.I.'s. Cast includes: Jules Munson, Billy Callahan, Lawrence
Winters, George Hall, Betty Garrett, and others. Music and lyrics: Harold
Rome. Director: Robert H. Gordon. Dances: John Wray. Scenery: Lester
Polakov. Costumes: Grace Houston. Publicity: Bernard Simon, BR. 9-5906.

Friday April 19 PREMIERE: "THE KID FROM BROOKLYN" (Movie) ASTOR THEATRE, B'WAY at 45TH ST.
Samuel Goldwyn's Technicolor RKO Radio release, starring Danny Kaye and Virginia Mayo,
with Vera-Ellen, The Goldwyn Girls, Walter Abel, and Eve Arden.
Shows Danny Kaye as a milkman who suddenly becomes a prize fighter.
Director: Norman Z. McLeod. Costumes: Jean Louis. Publicity: Ben Washer,
of Samuel Goldwyn, CO. 5-4482.

Saturday April 20 PREMIERE: "MAKE MINE MUSIC" (Movie) GLOBE THEATRE, B'WAY & 46TH ST.
Walt Disney's new comedy musical, featuring "a man with a hundred voices,
a Duck that hunts wolves, and a thousand other wonders," utilizing the
talents of Nelson Eddy, Dinah Shore, Benny Goodman, the Andrews Sisters,
Jerry Colonna, Andy Russell and others. Production supervision: Joe Grant.
Musical Director: Charles Wolcott. Publicity: Charles Levy, CI. 7-8282.

Sunday April 21 S. HUROK'S BALLET THEATRE, METROPOLITAN OPERA HOUSE, B'WAY AT 39TH ST.
Program for the second week of the three-week season is as follows:
Sun. Mat. April 21--ROMEO & JULIET, PETER AND THE WOLF, ON STAGE
Sun. Eve. April 21--GISELLE, INTERPLAY, GIFT OF THE MAGI
Mon. Eve. April 22--SWAN LAKE, PILLAR OF FIRE, PAS DE DEUX, ON STAGE
Tues. Eve. April 23--ROMEO & JULIET, APOLLO, BLUEBEARD
Wed. Eve. April 24--ALEKO, TALLY-HO, PAS DE DEUX, GRADUATION BALL
Thurs. Eve. April 25--PETROUCHKA, LILAC GARDEN, PRINCESS AURORA
Fri. Eve. April 26--GRAZIANA, PILLAR OF FIRE, HELEN OF TROY
Tickets: \$1.20 -- \$3.60 (including tax). Publicity: Ruth Goode, PL. 3-0820.

Thursday April 25 OPENING: "ANNIE GET YOUR GUN" IMPERIAL THEATRE, 45TH ST. WEST OF B'WAY
New Rodgers & Hammerstein production, with music and lyrics by Irving
Berlin, his first score since "This Is The Army". Ethel Merman stars as
Annie Oakley, with Ray Middleton, Wynne Gibson, Marty May, and Kenneth
Bowers. Book by Herbert and Dorothy Fields. Director: Joshua Logan.
Choreography: Helen Tamiris. Settings: Joe Mielziner. Costumes: Lucinda
Ballard. Publicity: Michael Mok, CI. 6-7889.